

Farmers Market Metrics Project - 2017 Summer

Number of unique vendors from the directories provided 875
 Number of unique vendors participating in the metrics project 150 (17.1%)

	Average	Median	Min	Max
Number of farmers markets each vendor sold/planned to sell	2.2	2	1	9
Total number of farmers markets mentioned	67			
In Minneapolis	21	(31.3%)		
Within Twin Cities 7 Metro counties	56	(83.6%)		

Number of vendors who only sold at farmers markets 54 (36.0%)
 Number of vendors who indicated other sales channels
 CSA 23 (15.3%)
 Farmstand/store 25 (16.7%)
 Wholesale 44 (29.3%)
 Co-ops 31 (20.7%)
 Grocery stores 19 (12.7%)
 Restaurant and/or Businesses 52 (34.7%)

Sales at farmers markets in 2016 (n = 109)

Average	Median	Min	Max
\$110,261	\$10,000-24,999	\$0-4,999	\$100,000+

	Average	Median	Min	Max
% products sold that are produced/made by the business	90.3%	100.0%	0.0%	100.0%
Number of years sold at a farmers market prior to 2017	8.8	4.0	0.0	57.0
Number of vendors using third-party certification	72	(48.0%)		
MN Grown	43	(28.7%)		
Number of vendors planning to accept:				
WIC/FMNP vouchers	44	(29.3%)		
EBT	78	(52.0%)		
Market Bucks	99	(66.0%)		
Senior FMNP vouchers	36	(24.0%)		

Number of vendors interested in training opportunities on:

 Food safety 37 (24.7%)
 WIC 18 (12.0%)
 Social media 49 (32.7%)
 Retailing 52 (34.7%)

% vendors for whom farmers market business is the only occupation	47.6%	(n = 145)
Of vendors with multiple occupation, % vendors for whom farmers market business is primary occupation	30.1%	(n = 73)
% business that is owned and operated by women	73.2%	(n = 138)

Ethnic/cultural background (n = 145)

White	101	(69.7%)
Asian or Asian American	26	(17.9%)
Black or African American	11	(7.6%)
Hispanic or Latino, Puerto Rican	8	(5.5%)
American Indian or Alaska Native	7	(4.8%)

Number of people that worked for the farmers market business	Average	Median	Min	Max
Seasonal (less than 6 months)	4.7	3	0	20
Year-round (6 months or more)	4.5	2	0	50

Vendors who farm

(29% to 47% of respondents)

	Average	Median	Min	Max
Total acres operated in 2016 (n = 44)	46.7	13.0	0.0	245.0
Total acres operated in 2017 (n = 47)	39.8	10.0	0.5	271.0
Years of farming experience (n = 61)	20.5	20.0	0.0	60.0
% of household income from farm/ranch operation (n = 71)	42.5%	25.0%	0.0%	100.0%

Unprocessed farm products sold at your market

Vegetables 41 items

Asparagus, Arugula, Beets, Broccoli, Brussel sprouts, Cabbage, Carrots, Cauliflower, Corn, Cucumbers, Eggplant, Garlic, Ginger, Green beans, Green onions, Greens, Herbs, Kale, Kohlrabi, Melons, Microgreens, Okra, Onions, Parsnips, Peas, Peppers, Potatoes, Pumpkins, Radishes, Rhubarb, Shallots, Spinach, Summer squash, Sweet corn, Sweet potatoes, Tomatillos, Turmeric, Turnips, Watercress,

Fruit 10 items

Apples, Blueberries, Gooseberries, Grapes, Ground cherries, Pears, Raspberries, Strawberries, Sunberries,

Nursery products 2 items

Cut flowers, Bedding plants

Livestock products 8 items

Beef, Chicken, Fish/seafood, Lamb, Pork, Cow milk products, Goat milk products, Eggs

Other products 3 items

Honey, Maple syrup, Mushrooms